

EASY AIDS FOR
OUR CAMPAIGN ON...

vers In "Church Mouse"

LAURA LA PLANTE

in First National's

THE CHURCH MOUSE

with IAN HUNTER
MONTY BANKS



THE STORY

The story of the quiet, unassuming, young women who actually are the rulers of many a great industry, has never been more vividly told on stage or screen than in the new screen version of the famous play by Paul Frank and Ladislaus Fodor, "The Church Mouse," in which the beautiful Laura La Plante is given the greatest opportunity of her fourteen years of stardom in her pictures.

Directed by Monty Banks, who also plays an important role in the production, it is spicy, terse and funny, with dramatic climax, hilarious situations and a sweet romance.

THEATRE



The Intimate Affairs
of a Very Private
Secretary

LAURA
LA PLANTE
in First National's
"THE CHURCH
MOUSE"

with
Ian Hunter
Monty Banks



95 Lines—Mat No. 5—10c

SEE BACK PAGE
FOR
ACCESSORIES
and
EXPLOITATION

CAST OF CHARACTERS

Betty	Laura La Plante
Johnathan Steele	Ian Hunter
Wormwood	Edward Chapman
Sylvia James	Jane Carr
Sir Oswald Bottomley	Clifford Heatherley
Geoffrey Steele	John Batten
Harry Blump	Monty Banks
Stubbings	Gibb McLaughlin
Mother	Florence Wood

OFFICIAL BILLING

First National Pictures, Inc.	25%
present	
LAURA LA PLANTE	100%
in	
"THE CHURCH MOUSE"	100%
with	
Ian Hunter and Monty Banks	50%
Directed by Monty Banks	10%
Adapted by W. Scott Darling	
From the play by Paul Frank & Ladislaus Fodor	2%
A FIRST NATIONAL PICTURE	40%



for
of
secretary, Sylvia James
Carr) decides she can be
greater use to him after business
hours in the capacity of his
heart, than by distracting
him from his dictation, and
into an arrangement with
that removes her from his
Harry Blump (Monty Banks)
cleaner, overhears the
conversation and telephones to an
ambitious stenographer friend,
Miller (Laura La Plante)
the impending vacancy.
badly in need of a job,
colorless individual—
determined to get the position,
when she is unable to gain
the magnate, climbs
the window and invades
office.
(portrayed by the fam-
English stage and screen star
Hunter) engages her. She
as a real hit as a secretary
a distinct flop as a per-
Steele sees her only as

an efficient business machine and
when he goes to Paris on busi-
ness takes her with him and in-
stalls her in his hotel.

The predatory ladies then de-
scend on him in hordes, but Betty
keeps him sequestered even from
Sylvia James. When Steele dis-
covers that his "girl friend" had
been denied admittance to him,
he orders Betty to personally de-
liver flowers to her.

The secretary does so, and the
two girls have a heart to heart
talk. As a result, Betty learns
some of the things it takes to
make a boss fall in love with a
secretary, and consults a beauty
expert.

The next morning Steele finds
a radiant beauty sitting at the
typewriter, and as Betty makes
use of the knowledge she ob-
tained from Sylvia, Steel falls
madly in love with her.

Betty however, is no Sylvia,
and the story ends with the lov-
ing couple making arrangements
for their marriage.

LENGTH 6983 feet
RUNNING TIME 75 minutes

LEA Laura La Plante Coming to Strand In "Church Mouse"

A spicy, snappy comedy, based on a famous Broadway stage hit, that gives an intimate picture of the drab young women who actually rule the rulers of great business institutions, and incidentally a glimpse or two of Parisian whoopee centers, is "The Church Mouse," which will open at the _____ theater on _____.

Charming, blonde Laura La Plante has the stellar role of the young stenographer, desperately poor, who invades the office of a financial magnate through the window with the connivance of a window cleaner, and whose major duty is shooing away the horde of predatory females who are attracted by his wealth and personality.

The supporting cast of British film stars is headed by Ian Hunter, who portrays the banker who works when he works and loves when he plays, and who is inclined to play m. than he works.

Laura finally loses her job as secretary to take that of his wife, after taking a few lessons in allure from a predecessor who cared nothing about wedding rings.

"The Church Mouse" is an extremely modern version of the Cinderella story, set in London and Paris. It gives a peep into milady's boudoir and the transformation of the secretary whose employer considers her part of his office furniture into a beauty who captivates not only his brother and partner, but the big boss himself, is cleverly and subtly portrayed.

Miss La Plante has become one of England's most popular film stars since she went there two years ago. She is more beautiful than ever and under the expert direction of Monty Banks, himself a famous silent picture star, gives one of the finest performances of her successful career.

Others in the cast are Edward Chapman, who has the part of the banker's assistant; Clifford Heatherley who is his partner, and Jane Carr, a London radio star, who portrays the former secretary who not only knew what she wanted, but who was able to teach the secret to Laura. "The Church Mouse" was adapted for the screen from the play of the same name by Paul Frank and Ladislaus Fodor.

(Advance Story)

"Church Mouse" Story of Ambitious Steno

"The Church Mouse," the First National comedy which comes to the _____ Theatre _____ stars the beautiful Laura La Plante. The supporting cast is headed by Ian Hunter, the London favorite. Others are Edward Chapman, Jane Carr, Clifford Heatherley, John Batten, Gibbs McLaughlin and Florence Wood. Monty Banks, who directs, also plays a prominent comedy role. It's all about a secretary who gets rich quick—and wins the boss.



46 Lines—
Mat No. 4—10c



LAURA LA PLANTE and IAN HUNTER in "The Church Mouse," the First National comedy coming to the Strand Theatre next.

Mat No. 10—20c

ON THE CAST

"The Church Mouse" Was Hit of Season on Broadway Stage

"The Church Mouse," the First National comedy in which Laura La Plante will be seen at the _____ theater on _____, is based on the successful stage play of the same name which kept Broadway audiences laughing for many months several seasons ago.

Laura La Plante
Mat No. 9
—10c



Miss La Plante plays the role of the efficient but unattractive secretary of Ian Hunter, for whom she has a deep admiration. She, however, is just a bit of machinery to him until she meets her predecessor, who had graduated from position of the boss' stenographer to that of his "girl friend." Laura gets a few lessons in what a girl has to know from her rival, and makes such good use of this knowledge that she lands her employer via the wedding ring route.

(Advance Story)

Many Beautiful Girls in "Church Mouse"

There is enough feminine beauty and allure in "The Church Mouse," the First National comedy in which Laura La Plante will open at the _____ theater on _____, to supply even one of the big Hollywood musicals.

With charming blonde Miss La Plante heading the cast, and exquisite Jane Carr portraying the "menace," there is a whole bevy of beauties, each of whom has for her special purpose the ensnaring of Ian Hunter, who has the role of an international banker.

There is a scene in a Montmartre cafe which features one of the fastest rhumbas imaginable.

Laura La Plante Was Star at Sixteen

Laura La Plante, who is the star of the First National comedy "The Church Mouse" which opens at the _____ theater on _____, has been on the screen since she was 14 years old, and for 12 years has been a star. She is not yet 30 years old.

Miss La Plante returned to the screen this year after two years of success on the stage. She is the wife of Irving Asher, Managing Director of Warner Bros.-First National studios at Teddington.

PRODUCTION STORY

Film Street Scenes For "Church Mouse" In Busy Thorofares

Laura La Plante, who is starred in "The Church Mouse," which will open at the _____ theater on _____, worked with the cameramen in Fleet Street, Strand, Westminster Bridge and Lower Regent Street in London for three hours without attracting the attention of any of the teeming thousands who passed her during the filming.

Dressed in a shabby coat and skirt, with worn flat shoes, a scarf and thick stockings, Miss La Plante went in and out of telephone booths, on and off buses and dodged traffic. On one occasion, Monty Banks, the director, pretended to be drunk and staggered in front of a taxicab to save a "shot" from being spoiled.

"The Church Mouse" is the story of one of those drab young women who fight their way to success in big business institutions and who frequently rule the men who rule the industries. It was adapted from the popular stage play of the same name and has distinct Continental flavor, the action being set in London and Paris.

Miss La Plante is supported by a cast of prominent British artists headed by Ian Hunter, one of England's favorite West End stage actors.

While the dialogue and situations are clever and sophisticated, there is a charming love story of the Cinderella type, in which the stenographer not only wins, but holds, the heart of her pilandering employer despite the machinations of many feminine rivals.

(Advance Story)

Ian Hunter Plays Three Roles in "Church House"

Compelled to portray the roles of his great-grandfather, his grandfather and himself, Ian Hunter, the noted English actor who is leading man for Laura La Plante in the First National comedy "The Church Mouse," which will open at the _____ theater on _____, is given a remarkable opportunity to display the fine versatility that has raised him to the first ranks of English players.

Hunter plays the part of a banker, scion of a famous house, who believes in working during business hours. When he finds himself being distracted by his too fair secretary he fires her, and then engages her at a bigger salary, to be his playmate at such times when the big business brain needs a little frivolity.

"The Church Mouse" Is Spicy Comedy of Love and Business

Laura La Plante, even more charming than when she was the heroine of the adventure serial, "Perils of the Yukon" in the silent picture days, garnered new laurels in her latest starring vehicle, "The Church Mouse," which opened at the _____ theater yesterday.

"The Church Mouse" was an outstanding hit on the stages of America and England and the screen version surpasses the original.

The transformation of Miss La Plante from a drab girl, so desperately poor that she invaded the office of a financier through the window in quest of a job, into a radiant beauty who captured her boss' errant heart is astounding.

The story begins in 1834, stops for a minute in 1854 and then leaps to 1934, showing the progress of the banking firm of Johnathan Steele, a part portrayed by Ian Hunter, a popular English stage star who will shortly be featured in Hollywood productions. Hunter plays the roles of both his grandfather and his great grandfather, as well as that of a present day financier who likes to play among the bright lights of London and Paris, but who doesn't want too fair secretaries to distract his mind during business hours.

OPENING DAY STORY

"The Church Mouse" Will Open Today at _____ Theatre

Patrons of the _____ theater will welcome back one of their favorite screen stars today, when "The Church Mouse," based on the famous stage hit of the same name, opens for an engagement of _____ days with charming, blonde Laura La Plante in the stellar role.

Monty Banks, himself a popular comedian in silent picture days, directed. The production, which takes place in London and Paris, has a prologue starting in 1834, a sequence in 1884, and the two scenes bring the story to 1934.

"The Church Mouse" is a clever, spicy comedy detailing the adventures of a young stenographer who is so desperate for a job that she invades the office of a prominent financier through the window, lands a position as his private secretary, fights off hordes of his lady friends, and finally, by taking a few lessons from her predecessor, who had lost her job in the office to become the banker's companion in play time, manages to lead the pilandering financier to the altar.

It's a Cinderella theme brought up to the minute with a Continental flavor, and is said to give not alone an intimate glimpse behind the scenes of big business, but into the private lives of big businessmen as well as into night life in Paris and the boudoir of a charming lady who knows exactly what she wants and what it takes to get it.

Supporting Miss La Plante is a cast of noted British film players headed by Ian Hunter, one of England's favorite stage stars.

The action takes place in London and Paris, shows scenes in Fleet Street and a night club in Montmartre in which a remarkable rhumba is introduced.

The dialogue is clever and spicy, the humor is sophisticated and through it all runs a love story on the Cinderella theme that Monty Banks the director, has brought very much up to date.

Miss La Plante, who went to England two years ago, has become one of that country's most popular motion picture stars. She makes the most of the dramatic situations afforded her and is always sincere and convincing in her interpretation.

Hunter is excellent in his part and gives a thoroughly satisfactory performance. Jane Carr, a popular radio star, is pleasing in the role of a former secretary of Hunter's who becomes the companion of his leisure hours, only to lose him to Miss La Plante when her lessons inspired that efficient secretary to make a play for her employer's affections.

The audience thoroughly enjoyed the work of Clifford Heatherley and Edward Chapman, two fine comedians.

Others who did excellent work are John Batten, Gibb McLaughlin, Florence Wood and Monty Banks, who in addition to directing the production played the role of an eavesdropping window washer.

W. Scott Darling adapted the screen version from the play by Paul Frank and Ladislaus Fodor.

STAR STORY

Studio Experts Find Difficulty Making Lovely Star Ugly

Making a homely woman beautiful for the screen is a much simpler task than making a beautiful woman homely, according to Monty Banks, director of the First National comedy "The Church Mouse," in which Laura La Plante and a company of English film stars are appearing at the _____ theater.

Banks, himself a famous film comedian in the silent picture days, is one of the ace directors of the Warner Bros. Teddington studios, and plays a comedy role in the picture.

"As the title would suggest, 'The Church Mouse' tells the story of a very poor girl, one of life's courageous little fighters whose extreme poverty deprives her of the many aids to beauty used by her more fortunate sisters," Banks declared. "She is always hungry, and good clothes were out of the question."

"To play this character, Miss La Plante, who is a singularly beautiful woman, was obliged to wear the shabbiest clothes the studios could provide. Her make-up was applied in such a way as to suppress every feature that goes to make a woman attractive. The result is that her first appearances on the screen show her as distinctly homely, and the metamorphosis between the girl who gets a job by invading a banker's office through the window and the same girl in gala attire is startling."



66 Lines—Mat No. 3—20c

Laura La Plante Trained In 'Western' Film Serials

Star of "The Church Mouse" Gained Title of "Good Trouper" In Silent Thriller Days

LAURA LA PLANTE, a screen veteran despite her comparative youth, is a good trouper. This charming blonde star, whose latest picture "The Church Mouse" will open at the Theater on next, proved her claim to this title years ago, when she was the only woman member of the cast of the Western "thriller" serial "Perils of the Yukon," her first starring vehicle.

Only Girl in Cast

There were more than 20 men in the company making the blood and thunder serial of the "Perils of Yukon," and one leading lady, a petite blond girl not quite 16 years old, who had been working about two years in the Christie comedies.

The company lodged at an old ranch house, and the scenes were taken several miles away from it. All equipment had to be carried, and as the male members of the cast had their hands full, Laura "toted" the sandwiches and coffee for the noon repast.

Six weeks were required for her first serial, and immediately thereafter she was assigned to another, "Around the World in 18 Days." The second ended her career as a thrill star. She appealed to the executives of the Universal Company, for whom she was working, for different parts, and got them.

Miss La Plante's start in films was accidental. Born in St. Louis, Mo., she went to San Diego, Cal., with her parents when a small girl, and attended the high school of that city. A visit to a cousin in Los Angeles, coupled with a need for spending money, resulted in her application to the Christie studios for work as an extra. She was then 14 years old, blonde, blue eyed and pretty. She got the job.

Has Had Active Career

She herself doesn't remember the titles of all the pictures in which she appeared, usually in support of Neal Burns. After working with Charles Ray, she went to Universal. Among her pictures for that company were "Home, James," "Beware of Widows," "Butterflies in the Rain," "The Cat and the Canary," "Love Thrill," "Silk Stockings," "Finders Keepers," "Thanks for the Buggy Ride," "Show Boat," "Scandal," "The Last Warning," "Captain of the Guard," "King of Jazz," "Arizona" and "God's Gift to Women."

Several years ago, she decided

to devote her time to the stage and for two years appeared, with marked success in "Private Lives," "Springtime for Henry" and "Among the Married."

In July, 1933, she went to England where she has since made her home. In that time she has



LAURA LA PLANTE, Star of "The Church Mouse," First National Film Coming to Strand

Next.

Mat No. 11—10c

made three pictures at the Teddington studios of Warner Bros.-First National. They are "Her Imaginary Lover," "The Girl in Possession" and her current release "The Church Mouse."

Miss La Plante in private life is Mrs. Irving Asher, her husband being managing director of the Warner Bros.-First National Studios in Teddington, England. Her hobbies are reading, yachting, swimming, dog raising and horseback riding, but she lists as her favorite sport nothing less than sewing.

BIOGRAPHIES

Laura La Plante

Laura La Plante, one of America's outstanding screen stars who has become equally famous in England where she now resides, was born in St. Louis, Mo., November 1, 1904. Her early ambition was to be a violinist but a visit to cousins in Los Angeles when she was 14 years old, resulted in her becoming an extra in a number of Christie comedies.

Later she was selected by Charles Ray for a member of his stock company. Her first picture with the then famous film star was "The Old Swimming Hole." Later she became leading lady in a series of one reelers for Universal and starred in two serials, "Perils of the Yukon," and "Around the World in 18 Days."

Miss La Plante remained with Universal eight years, starring in "Captain of the Guard," "King of Jazz," "Scandal," "Arizona," "God's Gift to Women," and many others.

After these films, she went on the stage and for two years played in such stage successes as "Private Lives," "Springtime for Henry" and "Among the Married."

In July, 1933, she went to the Teddington studios to make three pictures for Warner Bros.-First National. They were "Her Imaginary Lover," "The Girl in Possession" and her current picture "The Church Mouse," which will be shown at the theater beginning

Ian Hunter

Ian Hunter was born in Kenilworth, near Cape Town, Africa, on June 13, 1900. He was educated at St. Andrew's College, in Cape Colony. After his marriage to Miss Catherine Pringle, he went to England and in 1917 enlisted in the Army, serving in France until the end of the war.

After the Armistice he returned to London and studied elocution under Miss Elsie Fogerty.



Ian Hunter

Mat No. 8

—10c

His first appearance on the stage was at the New Theater in 1919, when he walked on in "Jack o' Jingles." From then on his rise has been rapid. In 1923, he succeeded Basil Rathbone as leading man in "R. U. R." In July, 1925, he went to New York where he played Charles Surface in "The School for Scandal." He returned to London, coming to New York again in 1928 in "Olympia."

He is considered one of the leaders of the English stage and has only recently engaged in screen work. He will, however, be given important screen roles by Warner Bros., who will soon bring him to Hollywood.

His most important film role to date is his current one with Laura La Plante in "The Church Mouse" which will be shown at the theater on

Monty Banks

Monty Banks, who plays a leading role in "The Church Mouse" is also director of the sparkling comedy. Mr. Banks, as all moviegoers of the silent days will remember, was one of the most popular comedians. His comic antics and ludicrous facial contortions made him as unique in his way, as Charlie Chaplin is in his pantomime stunts.

Monty Banks has been in England for several years, working at the Teddington studios of Warner Bros.-First National. He is one of the rare examples of versatility in his ability to act and to show others how to act. He also possesses the rare gift of making friends, to a remarkable degree and his off-screen comedy is even more amusing than his professional rib-tickling. "The Church Mouse" starring Laura La Plante, is his latest.

Players In "Church Mouse"



LAURA LA PLANTE and MONTY BANKS in an amusing scene from "The Church Mouse," the First National comedy coming to Strand next.

Mat No. 7—20c

Feature

Life of Laura La Plante Has Been Cinderella Role

Star of "The Church Mouse" Has Had Hard Battle to Win Film Supremacy

DESPITE the fact that she lives in one of England's show places, and is the wife of one of the most important personages in the film industry of that nation, it was not at all difficult for Laura La Plante to portray a poor working girl, which is her role in the First National comedy "The Church Mouse" which opens at the theater on

Miss La Plante remembers very clearly her days as an "extra" in the old Christie studios in Los Angeles, and she still likes to talk about the days when she was the only woman in a cast making western thriller serials for Universal.

Today, Miss La Plante's home is a beautiful mansion standing in acres of grounds on the banks of the Thames river at Teddington.

When Warner Bros., which has the largest studio in the world at Burbank, Cal., decided to extend its producing activities in Great Britain, they sent Irving Asher to England to organize the unit. He had grown up in the industry, and is one of the few major company executives who was actually born in Hollywood. Soon after reaching England, Asher purchased an old world mansion and around it he has built up one of the largest and best equipped studios in Europe.

The studio grounds are a scene of intense activity all day long, but in the evening, it is given over to the home life of Mr. and Mrs. Asher.

Both Mr. Asher and Miss La Plante are dog fanciers, and their kennels are frequently visited by experts. The pride of the lot is a British terrier known as Burbank Prince.

In addition to raising thoroughbred dogs, Miss La Plante is a keen yachtswoman and swimmer, but she insists on remaining a working actress and after completing a number of other pictures now being planned, will organize a road company for a tour of English provinces.

In "The Church Mouse," which is based on the successful stage play of the same name, Miss La Plante plays the role of a poverty stricken stenographer who gets a job by invading the office of a banker through the window, and who not only holds the position by her efficiency as a secretary, but wins her employer's heart by taking lessons in allure from that financier's girl friend.

Ian Hunter, one of London's favorite actors is the leading man and the cast includes a number of noted London players.

Monty Banks directed from the screen play arranged by W. Scott Darling from the stage version of Paul Frank and Ladislaus Fodor.

FILM STARS



LAURA LA PLANTE and IAN HUNTER in "The Church Mouse," First National film now at Strand Theatre.

Mat No. 6—10c

Antique Typewriter Used in Film

What is probably the first typewriter to be used in England forms one of the properties in the First national comedy "The Church Mouse," in which blonde Laura La Plante will open at the theater on

The picture opens in a bank in 1834, and shows the reluctance with which the clerks discarded quills for newly invented steel pens. It then skips to 1884 and shows the introduction of the typewriter.

The machine used in the picture was loaned by the Remington Typewriter Co. It was built in 1873 and is still going strong. "The Church Mouse" is a spicy, clever comedy based on the successful stage play on the same name.



Learn how to make
the most of "IT" from

LAURA LA PLANTE

in First National's

"THE CHURCH MOUSE"

with IAN HUNTER • MONTY BANKS

THEATRE

180 Lines—Mat No. 1—20c

LAURA LA PLANTE

in First National's

"THE CHURCH MOUSE"

with

IAN HUNTER • MONTY BANKS

16 Lines—Mat No. 2—10c

1934 my copy

EXPLOITATION

Remington Displays



Still No. 150-81 shows Miss La Plante with the oldest and newest types of Remington typewriters. A reason to tieup with local Remington dealers for window displays and advertising.

Beauty Parlors

Advertise ten beauty treatments given free by cooperating beauty parlors for certain days. Hand small envelopes to all girls, with copy reading, "BEAUTY TREATMENT—FREE." Inside is a card explaining that the number on it may be a lucky one, winning ten treatments at local beauty parlors. Names of lucky parties can be shown on screen or pasted outside theater.

Steno Contest

The heroine of "The Church Mouse" is a stenographer. Stage a contest tie-up with local business school for fastest shorthand or typing. Shops selling stenographic supplies to co-operate. Prizes may be promoted.

Rhumba Contest

Since the rhumba is featured in the film, tie-ups may be made with dancing school—or local dancers may do the rhumba for stage prologue.

Word Game

The old stunt of asking for the longest list of names (all of which must be four letters or over) can be made from the title of the picture, always enlists the interest of a large number of people.

Throwaway

A throwaway for homes, department stores, stenographers, etc., consists of small card with picture of Laura La Plante, picture plug on one side; on the other, "GIRLS—BEAUTY CULTURE COURSE—FREE! This card presented at the Theatre with regular admission fee entitles you to two hours of grand entertainment, and expert advice on how to make yourself as alluring as Laura La Plante, in the sparkling comedy 'The Church Mouse' now at the Theatre."

Sliding Scale of Accessory Prices

1-SHEETS		
1 to 50		15c each
51 to 100		13c each
Over 100		11c each
3-SHEETS		
1 to 25		40c each
Over 25		36c each
6-SHEETS		
1 to 10		75c each
11 to 20		70c each
Over 20		65c each
INSERT CARDS		
1 to 25		25c each
26 to 50		22c each
51 to 100		20c each
Over 100		19c each
LOBBY DISPLAYS		
11 x 14 Photos (8 in set-colored)		75c a set
22 x 28 Photos (2 in set-colored)		80c a set
SLIDES		15c each

These Prices Apply to U.S. Only

ACCESSORIES



SIX SHEET



THREE SHEET



INSERT CARD



ONE SHEET



SLIDE

OTHER ACCESSORIES:
22 x 28 Photos
(2 in set-colored)
11 x 14 Photos
(8 in set-colored)
AT YOUR EXCHANGE

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